

General Services Administration  
Federal Supply Service  
Authorized Federal Supply Schedule Price List

## ADVERTISING & INTEGRATED MARKETING SERVICES (AIMS)

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GSA SCHEDULE 541: CONTRACT GS-23F-0097M



CATMEDIA  
3776 LaVista Road Suite 200  
Tucker, Georgia 30084  
T 404.315.9700  
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## ABOUT CATMEDIA

**CATMEDIA** specializes in Creative Services, Program Management, Training, and Human Resource Management. Based in Atlanta, Georgia, we are process developers, communication strategists and information designers who combine creative thinking with appropriate technologies and professionals to create the tools and/or environment needed to successfully support your leadership, technologies, programs, and organizations.

Patent pending on several technologies and processes, we are problem solvers and thought leaders. Office of Personnel Management, Centers for Disease Control and Prevention, the Federal Aviation Administration, NASA, and the Nuclear Regulatory Commission rely on **CATMEDIA** to assist them with their requirements, armed with the knowledge that we will provide “what box” thinking and solid thought leadership. Great pride is taken in the quality of work produced and customer satisfaction gained from a job well done. As a result, in our latest Dun & Bradstreet Open Ratings Report we garnered, for a third year in a row, a score of 93.

Regardless of the size of the client or project, **CATMEDIA** is committed to providing the highest quality product and/or world-class customer satisfaction within the scope of the client’s budget and schedule. Let the **CATMEDIA** team use their creative business and technical skills to help you achieve your organizational goals and objectives.

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E [Info@CATMEDIA.com](mailto:Info@CATMEDIA.com)

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## CATMEDIA GSA CONTRACT INTRODUCTION

### SCHEDULE FSC CLASS

**Advertising & Integrated Marketing Solutions (AIMS)  
Schedule 541**

### CONTRACTOR

**CATMEDIA**  
CATVIDEO, Inc. DBA CATMEDIA  
3776 LaVista Road, Suite 200  
Tucker, GA 30084

T 404.315.9700  
F 404.315.0020

E [Catherine.Downey@CATMEDIA.com](mailto:Catherine.Downey@CATMEDIA.com)  
W [www.CATMEDIA.com](http://www.CATMEDIA.com)

### CONTRACT PERIOD

February 12, 2002 - February 11, 2017

### BUSINESS SIZE

Small Business

### CERTIFICATIONS

- SBA 8(a) Certified
- SBA EDWOSB Certified

### SERVICES OFFERED BY SPECIAL ITEM NUMBER (SIN)

#### CONTRACT #

GS-23F-0097M

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541 1	Advertising Services
541 2	Public Relations Services
541 3	Web Based Marketing Services

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Specialized Marketing Services	
541 4B	Video/Film Production
541 4F	Commercial Art & Graphic Design Services

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<b>541 5</b>	<b>Integrated Marketing Services</b>
541 1000	Other Direct Costs (ODCs)

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**For information on ordering through Federal Supply Schedules, visit:**  
<http://www.gsa.gov/portal/category/100623>

**For more information or to place an order, contact our Contract Administrative Point of Contact:**

Catherine Downey, CEO  
Phone: 404.315.9700  
Email: [Catherine.Downey@CATMEDIA.com](mailto:Catherine.Downey@CATMEDIA.com)

## CUSTOMER INFORMATION | SERVICE DESCRIPTIONS

### 1 a. Table of Awarded Special Item Numbers (SINs):

The Special Item Numbers (SINs) available under this contract provide services across the full life cycle of a project. When task orders are placed, they must identify the SIN or SINs under which the task is being executed. CATMEDIA has been awarded a contract by GSA to provide services under the following SINs:

541 1	Advertising Services	541 4F	Commercial Art & Graphic Design Services
541 2	Public Relations Services	541 5	Integrated Marketing Services
541 3	Web Based Marketing Services	541 1000	Other Direct Costs (ODCs)
541 4B	Video/Film Production		

**541 1 ADVERTISING** | Services provided under this SIN will promote public awareness of an agency's mission and initiatives and dissemination of information to consumer and advocacy groups.

**541 2 PUBLIC RELATIONS** | Services include providing customized media and public relations services, preparation of media materials, including background materials, press releases, speeches and presentations, and press kits; and executing media programs such as press conferences, distribution of press materials, and scheduling broadcast and print interviews.

**541 3 WEB BASED MARKETING** | Services will develop strategies for an agency to provide the maximum use of their Internet capabilities. Services include, but are not limited to: the consultation, development and implementation of website design and maintenance, search engine development, email marketing, interactive marketing, web based advertising, web based training, and web casting, video conferencing via the web, section 508 compliance, including captioning services, and online media management.

**541 4B VIDEO/FILM PRODUCTION** | Services include writing, directing, shooting, arranging for talent/animation, narration, music and sound effects, duplication, distribution, video scoring; and editing.

**541 4F COMMERCIAL ART & GRAPHIC DESIGN** | Services include commercial art, graphic design, and special effects services that educate the consumer market about product(s) and/or service(s), and may include updating, rewriting, and/or editing materials, including, but not limited to: developing conceptual design and layouts, providing copywriting and technical writing services, creating sketches, drawings, publication designs, and typographic layouts; and furnishing custom or stock artwork.

**541 5 INTEGRATED MARKETING** | Services provided under this SIN include offering a complete solution that collectively integrates the various services provided separately under the other SINs. Services include, but may not be limited to the following components: creation of comprehensive solutions using strategically targeted marketing plans that include full service execution of media planning and creative multimedia campaigns. Comprehensive solutions include services available separately under SINs: 541 1 Advertising Services, 541 2 Public Relations Services, 541 3 Web Based Marketing Services, and 541 4 Specialized Marketing (i.e. SIN 541 4A through SIN 541 4G).

**541 1000 OTHER DIRECT COSTS (ODCs)** | Other Direct Costs will be charged under this SIN.

CUSTOMER INFORMATION | CONTRACT DATA

- 1b. **Pricing Model:** Please refer to CATMEDIA pricelist below (See page 9). *Prices shown in price list are net, all discounts deducted, and valid for all domestic areas.*

Rates are Effective: February 2002 – February 2017

- 1c. **Labor Category Descriptions:** Please refer to CATMEDIA labor categories described below (See page 13).

2. **Maximum Order\*:** \$1,000,000.00 per SIN

\* If the best value selection places your order over the Maximum order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact us directly. We may: (1) offer a new price for this requirement; (2) offer the lowest price available under this contract; or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. **Minimum Order:** \$100.00

4. **Geographic Coverage (Delivery Area):** The geographic coverage (delivery area) of this contract is the 48 contiguous states and the District of Columbia.

5. Point(s) of Production: Tucker, Georgia and throughout the U.S.

6. Discount from List Prices: Prices listed are GSA net, discount deducted.

7. Quantity Discounts: +1% for orders greater than \$250,000 (direct labor only).

8. Prompt Payment Terms: None

- 9a. Government purchase cards **are** accepted below the micro-purchase threshold.

- 9b. Government purchase cards **are** accepted above the micro-purchase threshold.

10. Foreign Items: None.

- 11a. **Time of Delivery:** CATMEDIA will deliver on the date (time, day, month, and year) agreed to by CATMEDIA and the Government.

- 11b. **Expedited Delivery Time:** Expedited deliveries will be addressed on a case-by-case basis depending on the customer's need and the availability of resources. Please contact us directly prior to placing an order.

- 11c. **Overnight and 2-Day Delivery Times:** Government customers should call **CATMEDIA** for the availability of this service.
- 11d. **Urgent Requirements:** **CATMEDIA** agrees to provide best efforts to give priority to emergency orders. Please contact your **CATMEDIA** representative to mutually arrange such a delivery.
12. **F.O.B. POINT:** Destination within 48 contiguous states and the District of Columbia.
- 13a. **Ordering Address:**
- CATMEDIA  
3776 LaVista Road, Suite 200  
Tucker, GA 30084  
T 404.315.9700  
F 404.315.0020
- 13b. **Ordering Procedures:** For supplies and services, the ordering procedures, and information on Blanket Purchase Agreements (BPA's) is found in Federal Acquisition Regulation (FAR) 8.405-3. [www.acquisition.gov/far/current/html/Subpart 8 4.html](http://www.acquisition.gov/far/current/html/Subpart%208.4.html)
14. **Payment Address:**
- CATMEDIA  
3776 LaVista Road, Suite 200  
Tucker, GA 30084  
T 404.315.9700  
F 404.315.0020
15. **Warranty Provision:** Standard Commercial Warranty
16. **Export Packing Charges:** Export packing of products is available.
17. **Terms and Conditions of Government Purchase Card Acceptance:** Government Commercial Credit Cards (Visa) will be acceptable for payment. The order must contain the credit card number, the cardholder name and phone number and the expiration date
18. **Terms and Conditions of Rental, Maintenance, and Repair:**
- a. Rental day rate for equipment are based on days. A day for an individual or crew is based on portal-to-portal.

b. FAR Clause 52.227-19 Commercial Computer Software-Restricted Rights (JUN 1987) is incorporated by reference.

19. **Terms and Conditions of Installation:** N/A

20. **Terms and Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts from List Prices:** N/A

20a. Terms and Conditions for Any Other Services: N/A

21. List of Service and Distribution Points:

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22. List of Participating Dealers: N/A

23. Preventive Maintenance: N/A

24. Year 2000 (Y2K) Compliant: Yes

24a. Environmental Attributes: None

24b. **Section 508 Compliance for EIT:** The EIT standards can be found at: [www.section508.gov](http://www.section508.gov)

25. Data Universal Number System (Duns) Number: **126978647**

*Cage Code Number:* 3BZT4

26. **Central Contractor Registration (CCR) Database:** CATVIDEO, Inc. DBA CATMEDIA is actively registered in the CCR database.



CATMEDIA GSA PRICELIST – EFFECTIVE THROUGH 02.11.2017

<b>Labor Category (At Need Services)*</b> <b>GSA Approved Pricelist – Effective through 02.11.2017</b>	<b>UNIT*</b>	<b>GSA RATES*</b> <b>(Including IFF)</b>
Administrative Assistant	Per Hour	\$ 39.29
Audio Tech: Field	Per Hour	\$ 63.84
Audio Technician	Per Half Day	\$ 504.28
Audio Technician	Per Day	\$ 687.66
Audio Recording: Voice-over Record Studio Time	Per Hour	\$ 220.99
Beta Crew/equip package: 1 man	Per Half Day	\$ 1,054.41
Beta Crew/equip package: 1 man	Per Day	\$ 1,279.04
Beta Crew/equip package: 2 man	Per Half Day	\$ 1,370.73
Beta Crew/equip package: 2 man	Per Day	\$ 1,847.51
Beta Crew/equip package: 3 man	Per Day	\$ 2,443.48
Communications Consultant I	Per Hour	\$ 87.10
Communications Consultant II	Per Hour	\$ 114.61
Communications Researcher	Per Hour	\$ 131.61
Creative Director	Per Hour	\$ 166.97
Creative Illustrator	Per Hour	\$ 147.33
Director	Per Hour	\$ 137.51
Editor	Per Hour	\$ 85.45
Editor: Beta Offline	Per Hour	\$ 160.45
Editor: Final Cut Pro Online Edit	Per Hour	\$ 160.45
Gaffer	Per Hour	\$ 73.66
Gaffer	Per Day	\$ 736.62
Graphics: CG/Dekop Operator	Per Day	\$ 715.16
Graphic Artist	Per Hour	\$ 137.51
Graphic Artist w/o equip	Per Hour	\$ 95.36
Graphic Artist: 2D w/o equip	Per Hour	\$ 95.36
Graphic Artist: 3D/Animation w/o equip	Per Hour	\$ 110.03
Graphic Artist: After Effects Development	Per Hour	\$ 160.45
Graphics Designer	Per Hour	\$ 147.33
Grip	Per Hour	\$ 73.66
Grip	Per Half Day	\$ 550.13
Grip	Per Day	\$ 736.62
Grip: Key	Per Hour	\$ 88.40
Grip: Key	Per Half Day	\$ 577.63
Grip: Key	Per Day	\$ 883.96

Interactive Designer	Per Hour	\$ 110.99
Interactive Developer	Per Hour	\$ 135.54
Interactive Director	Per Hour	\$ 174.83
Instructional Designer I	Per Hour	\$ 64.18
Instructional Designer II	Per Hour	\$ 87.10
Make-up Artist	Per Hour	\$ 86.43
Make-up Artist	Per Half Day	\$ 578.55
Make-up Artist	Per Day	\$ 864.34
Original Drawings (storyboards)	Per Frame	\$ 55.01
Photography: Digital Still	Per Hour	\$ 107.14
Photography: Director of Photography	Hourly	\$ 98.22
Photography: Director of Photography	Per Day	\$ 1,430.33
Photography: Still Camera	Per Day	\$ 320.91
Producer	Per Hour	\$ 137.51
Producer: Line	Per Day	\$ 733.50
Producer/Director	Per Day	\$ 1,100.25
Producer/Director: Live	Per Half Day	\$ 921.46
Producer/Director: Live	Per Day	\$ 1,375.31
Production Assistant	Per Hour	\$ 34.38
Production Assistant/Grip	Per Half Day	\$ 275.06
Production Assistant/Grip	Per Day	\$ 412.59
Project Manager	Per Hour	\$ 122.77
Project Management	Per Day	\$ 982.16
Site Survey	Per Hour	\$ 110.03
StediCam w/ Operator	Per Day	\$ 2,292.19
Talent: On Camera	Per Hour	\$ 324.12
Talent: On Camera	Per Half Day	\$ 1,535.77
Talent: On Camera	Per Day	\$ 2,292.19
Talent: Voice-over	Per Hour	\$ 642.35
Teleprompter Operator	Per Hour	\$ 871.03
Teleprompter w/ Operator	Per Half Day	\$ 583.59
Teleprompter w/ Operator	Per Day	\$ 871.03
Video Technician	Per Hour	\$ 58.93
Videographer	Per Hour	\$ 83.49
Videographer	Per Half Day	\$ 559.02
Videographer	Per Day	\$ 834.36
Videographer: Studio Camera Operator	Per Half Day	\$ 491.45
Videographer: Studio Camera Operator	Per Day	\$ 733.50
Videography: HD Crew/equip package: 1 man	Per Day	\$ 1,324.89
Videography: HD Crew/equip package: 2 man	Per Day	\$ 1,966.70
Videography: SteadiCam	Per Day	\$ 1,178.62

Videography: Video Camera Package: Beta SP	Per Day	\$ 638.42
Videography: Video Camera Package: DV	Per Day	\$ 392.87
Videography: Video Camera Package: DV Cam	Per Day	\$ 638.42
Videography: Video Camera Package: HD	Per Day	\$ 1,767.93
Videography: Video Camera Package: HDV	Per Half Day	\$ 540.20
Web Applications Architect	Per Hour	\$ 165.04
Web Database Specialist	Per Hour	\$ 73.66
Web Database Specialist, Senior	Per Hour	\$ 152.24
Web Designer	Per Hour	\$ 152.24
Web Developer I	Per Hour	\$ 60.90
Web Developer II	Per Hour	\$ 89.85
Web Developer III	Per Hour	\$ 110.03
Web Developer: Senior	Per Hour	\$ 125.72
Writer: General	Per Hour	\$ 91.34
Writer: General	Per Day	\$ 907.71
Writer: General Public Relations	Per Hour	\$ 91.34
Writer: Sensitive Writer/Research	Per Hour	\$ 91.34
Writer: Script	Per Hour	\$ 91.34
Writer: Research (Background/Script Development)	Per Hour	\$ 131.61
Backdrop	Per Day	\$ 458.44
Backdrop: Green Screen	Per Day	\$ 458.44
Beta Machine Time	Per Hour	\$ 78.57
DVD Authoring	Per Hour	\$ 245.55
DVD Encoding	Per Hour	\$ 147.33
Easy Jib w/ Tripod - Per Day	Per Day	\$ 504.28
Editing System: Avid Media Composer	Per Hour	\$ 98.22
Editing System: Final Cut	Per Hour	\$ 73.66
Lighting: Field Light Kit	Per Day	\$ 229.22
Lighting: HMI Light Rental	Per Day	\$ 229.22
Lighting: Kino Flo Car Light Kit	Per Day	\$ 183.38
Lighting: Sun Gun	Per Day	\$ 103.13
Motion Graphics/Animation System	Per Hour	\$ 98.22
Pee Wee Dolly with Tracks	Per Day	\$ 641.81
Studio or Location Fee	Per Day	\$ 1,669.71
Tapes: Beta SP	Each	\$ 37.32
Tapes: DV Cam	Each	\$ 39.29
Tapes: Mini DV	Each	\$ 19.64
Tape Transcription/Logging	Per Hour	\$ 100.86

\* These rates are project based for "at need" services and do not apply to a full time employees (FTEs)

<b>Labor Category (Full Time Employee) *</b> <b>GSA Approved Pricelist – Effective through 02.11.2017</b>	<b>UNIT *</b>	<b>GSA RATES *</b> <b>(Including IFF)</b>
Events Coordinator [FTE]	Per Hour	\$ 56.26
Graphic Artist [FTE]	Per Hour	\$ 79.39
Multimedia Specialist [FTE]	Per Hour	\$ 78.30
Public Affairs/Relations Specialist [FTE]	Per Hour	\$ 68.64
Public Affairs/Relations Specialist – Senior [FTE]	Per Hour	\$ 82.17
Strategic Communications Campaign Manager [FTE]	Per Hour	\$ 126.75
Videographer/Editor [FTE]	Per Hour	\$ 63.26
Video Producer [FTE]	Per Hour	\$ 84.66
Web Designer [FTE]	Per Hour	\$ 61.01
Web Developer – Front End [FTE]	Per Hour	\$ 86.94

\* These rates are based on the volume of hours for a full time employee and do not apply to “at need” services.

<b>OTHER DIRECT COSTS (541-1000)</b>	<b>UNIT</b>	<b>GSA RATES</b> <b>(Including IFF)</b>
Beta SP Tape Stock	Per Half Hour	\$ 38.29
DV Cam Tapes	Each	\$ 40.30
Mini DV Tapes	Each	\$ 20.15
Audio Cassette Tapes	Each	\$ 5.04
DVD or CD for Dubs	Per Disk	\$ 20.15
Tape Stock for Dubs - 1 Beta SP and 1 VHS Dub	Each	\$ 70.53
Backdrop	Each	\$ 226.70
Easy Jib w/ Tripod	Each	\$ 208.56
Pee Wee Dolly with Tracks	Each	\$ 453.40
HMI Light Rental	Per Day	\$ 201.51
Kino Flo Car Light Kit Rental	Per Day	\$ 136.02
Studio or Location Fee	Per Day	\$ 1,712.85
BE-900, 950 or 2000 Editor	Per Hour	\$ 87.66
BE-900, 950 or 2000 Editor	Per Day	\$ 828.21
Media 100 Editor	Per Hour	\$ 87.66
Media 100 Editor	Per Day	\$ 828.21
Premier Editor	Per Hour	\$ 87.66
Premier Editor	Per Day	\$ 828.21

**NOTES:**

- Cancellation fee of 100% will be assessed for less than 24-hour notice.**
- A day is equal to 8 hours. Any hours worked over 8 hours will be deemed overtime using the following rates:**

8<sup>th</sup>-12<sup>th</sup> hour @1.5 x per hour  
13<sup>th</sup>-14<sup>th</sup> hour @ 2 x per hour  
15<sup>th</sup>-16<sup>th</sup> hour @ 4 x per hour

## CATMEDIA LABOR CATEGORIES

### CATMEDIA LABOR CATEGORIES [AT NEED/PROJECT BASED]

**Administrative Assistant:**

Performs a variety of administrative functions including answering phones, filing, composing letters, maintaining calendar and contacts, general office organization and assists in the research and creation of presentations and/or proposals. May be responsible for managing contracts, human resources and special projects as needed. Supports upper management and performs tasks as requested.

**Audio Technician/Field Audio Technician:**

Responsible for the set up, use, and maintenance of highly specialized audio recording equipment. May also be responsible for some postproduction audio editing. Should stay up to date with audio technology and standard concepts, practices, and procedures within the field of audio technology. Field audio technicians are required to work on location.

**Audio Recording: Voice-Over Record Studio Time:**

Studio time is booked on an as needed basis, and charged on an hourly or daily basis.

**Communications Consultant I:**

Aids in developing and implementing targeted information campaigns. Contributes to the production and content of information products such as brochures, videos, media, and training programs.

**Communications Consultant II:**

Leads and implements communication tasks. Conducts targeted information campaigns, arranges press briefings and interviews, coordinates editorial boards, monitors the news, and writes trends analysis. Meets with client as needed to relay progress, propose creative solutions to communication challenges, and establish priorities.

**Communications Researcher:**

Gathers data via a variety of electronic search tools, as well as surveys, interviews, and other investigative methods in an effort to understand how audiences interpret information. Uses research results in support of communication initiatives.

**Creative Director:**

Provides overall direction of creative work. May oversee motion media, print production, graphic art, and desktop publishing. Assists with audience research and develops creative briefs and design concepts to meet business objectives.

**Creative Illustrator:**

Uses digital tools and software to produce images, which directly enhance writing by providing a visual representation that corresponds to the content of the associated text.

**Director:**

Develops the overall vision for a video and carries out that vision by directing actors and technical crew. May be responsible for script writing, hiring key crew members, financing and editing.

**Director of Photography:**

Makes artistic and technical decisions related to a film or video to realize the scenes in accordance with the intentions of the director. Supervises camera and lighting crews, and chooses appropriate film or tape stock, lens, filters, etc.

<p><b>Editor:</b> Makes creative video editing decisions in the post-production of film and video productions. Selects and combines shots into sequences, selects sound effects and music to create a finished commercial or video. Must have experience using non-linear editing software.</p>
<p><b>Editor: Beta Offline:</b> Makes creative video editing decisions in the post-production of film and video productions. Selects and combines shots into sequences using linear editing equipment.</p>
<p><b>Editor: Final Cut Pro Online Edit</b> Uses Final Cut Pro software to make creative editing decisions in the post-production of videos.</p>
<p><b>Gaffer:</b> Uses knowledge of lighting techniques to coordinate, execute, and possibly even design, the lighting plan for a production. May report to the Director of Photography.</p>
<p><b>Graphics: CG/Dekop Operator:</b> Creates graphics for live, on location or in studio productions. May be required to operate a switcher.</p>
<p><b>Graphic Artist (2D/3D/After Effects Development):</b> Uses knowledge of current graphic design software to produce graphic art and visual materials through a variety of media outlets such as websites and CD-ROMs. Generates and manipulates 2D graphic images, 3D animations, sound, text and video into consolidated and seamless multimedia programs. Must remain abreast of technological advances in the field and be able to identify areas of use in the organization.</p>
<p><b>Graphics Designer:</b> Uses knowledge of current graphic design software to produce graphic art and visual materials for marketing, films, presentations, packaging, and informative and instructional material. Generates and manipulates graphic images, animations, sound, text and video into consolidated and seamless multimedia programs. Must remain abreast of technological advances in the field and be able to identify areas of use in the organization.</p>
<p><b>Grip:</b> Works closely with the camera department to provide camera support, and with the electrical department to create lighting set-ups necessary for a shot. Responsible for maintaining all the equipment that supports cameras.</p>
<p><b>Grip: Key:</b> Serves as head of the grip department and chief rigging technician on the set. Directs the crew of grips with respect to proper movement and placement of stationary and moving cameras.</p>
<p><b>HD Crew/equip package: 1-2 man:</b> This crew operates and maintains high definition broadcast cameras to record various subjects and subject material as instructed by the Director of Photography. May be expected to maintain a variety of program/transmitter logs. A 1-man crew consists of a videographer, a 2-man crew consists of a videographer and audio tech, and a 3-man crew consists of a videographer, an audio tech and a producer.</p>
<p><b>Interactive Designer:</b> Develops and designs the functionality and integration of media into an interactive product.</p>
<p><b>Interactive Developer:</b> Programs interactive content. Supports the interactive designer.</p>

<p><b>Interactive Director:</b> Directs all creative and talent for integration into interactive products.</p>
<p><b>Instructional Designer I:</b> Assists in the design, development and modification of instructional programs. Helps employ the use of instructional technology and serves as the technology expert. Must be familiar with a variety of the field's concepts, practices, and procedures.</p> <p>Requires a bachelor's degree in area of specialty and 2-4 years of experience in the field, or a master's degree.</p>
<p><b>Instructional Designer II:</b> Designs, develops, modifies and implements instructional programs after determining the current state and needs of the learner. May be required to measure the outcome of such instruction. Employs the use of instructional technology and serves as the technology expert.</p> <p>Requires a bachelor's degree in area of specialty and 5 or more years of experience in the field; or, a master's degree and 2 years of experience in the area of specialty.</p>
<p><b>Make-up Artist:</b> Applies makeup to on camera talent productions. Must be familiar with a variety of the field's concepts, practices, and procedures.</p> <p>Requires a minimum of 2 years experience.</p>
<p><b>Original Drawings (storyboards):</b> Developed as needed and charged per frame.</p>
<p><b>Photography: Still Camera/Digital Still:</b> Creates and prepares photographic images to display in a variety of published mediums. Selects and assembles equipment according to subject material, anticipated conditions, and knowledge of function of various types of cameras, lenses, films, and accessories. Views subject and setting and plans composition, camera position, and camera angle to produce desired effect. May spot and retouch prints and negatives.</p> <p>May require 2-4 years of experience in the field or in a related area.</p>
<p><b>Producer:</b> Coordinates various aspects of production such as script writing, audio, camera work, music, etc. Oversees the work of support staff and ensures program scripts meet intentions and requirements expressed by client.</p> <p>Requires 5 or more years of experience in the field.</p>
<p><b>Producer: Line:</b> Controls the day-to-day financial concerns and operations of a production. Supports the vision of the director during production. Creates production calendar.</p>
<p><b>Producer/Director:</b> Oversees and delivers a production to all relevant parties. Preserves the integrity, voice and vision of the film by directing actors and technical crew. May be responsible for script writing, hiring key crew members, financing and editing.</p>

**Producer/Director: Live:**

Oversees and delivers a live production to all relevant parties. Preserves the integrity, voice and vision of the film by directing actors and technical crew. May be responsible for script writing, hiring key crew members, financing and editing.

**Production Assistant:**

Ensures the quality of all productions. Has knowledge of commonly used concepts, practices, and procedures within the field. Assists producer and other crew on the set. Takes notes while on set.

**Production Assistant/Grip:**

Ensures the quality of all productions by working closely with the camera department to provide camera support, and with the electrical department to create lighting set-ups necessary for a shot.

**Project Manager:**

Leads team on large projects or significant segment of large complex projects. Analyzes project related problems and creates innovative solutions involving finance, scheduling, technology, methodology, tools, and solution components. Oversees all aspects of projects.



### CATMEDIA LABOR CATEGORIES [Full Time Employee]

**Events Coordinator [Full Time Employee]:**

Coordinates logistics for events, working closely with client. Manages entire event planning including, but not limited to: securing locations, registering attendees, arranging accommodations, hospitality and catering, collaborating with client stakeholders to ensure related activities are scheduled, providing detailed support during and post event. Coordinates collection and organization of attendee feedback. Maintains event files. Provides suggestions for continuous improvements.

Requires Associate's Degree and 5 years of relevant experience.

**Graphic Artist [Full Time Employee]:**

Designs graphics through industry standard hardware systems and software products including, but not limited to: PC or Apple OSX platforms, Flash, HTML5 or above, Adobe CS5 or above, Maya/3D Studio Max, Final Cut Pro, Pro Tools. Professional graphics development will support client media presentations, digital media for web, meeting support materials, briefings, reports, conference exhibits, letters, memos, flyers, pamphlets and executive messaging tools.

Requires Bachelor's degree and 5 years relevant experience.

**Multimedia Specialist [Full Time Employee]:**

Develops multimedia designs for use in electronic media or website development and digital and social media. Has specific design training and experience. Has knowledge and experience in working with pertinent software development packages. Uses strong analytical skills, proven problem-solving abilities and develops and follows-through with creative solutions for design and development tasks. Possesses ability to create complete graphics package—from titles to motion graphics to lower thirds, all using similar themes and color palettes. Also conceptualizes and prepares layout of high quality graphics, text and templates for a variety of print media.

Requires BA/BS degree and 5 years of relevant experience.

**Public Affairs/Relations Specialist [Full Time Employee]:**

Provides advice and technical assistance in the planning development and evaluation of the effectiveness of customer's program communications with targeted audiences through a variety of communication methods. Applies advanced competencies and knowledge of effective communication strategies, messaging, and venues for individual audience needs for information. Coordinates news briefings and press conferences. Prepares and provides press kit material. Organizes interviews and photo/video shoots. Develops and maintains local, national, and international media lists. Researches, writes, edits, and packages news releases, video scripts, photo captions, and other promotional material.

Manages corporate communications print and broadcast advertising production, directs mail creation, television production, radio and television documentary writing and production, magazine feature writing, and media placement. Researches and writes news releases, video scripts, photo captions, fact sheets and other promotional material. Researches content, writes text, oversees production of video and other media.

May serve as communications liaison for customer's internal points of contact and external stakeholders, including the general public.

Requires Bachelor's degree (BA/BS) and 5 years relevant experience.

**Public Affairs/Relations Specialist – Senior [Full Time Employee]:**

Provides integrated public relations and marketing services to clients. Customizes public relations strategies to meet the client's business objectives. Ensures timely turnaround of products while increasing media visibility for businesses and their products. Researches and writes news releases, video scripts, photo captions, fact sheets and other promotional material. Researches content, writes text, and oversees production of video and other media. Monitors media outlets for stories related to customers' business. Analyzes, complies, and reports on customer business stories via news clipping services for purposes of ensuring news reporting accuracy and promotion of good public relations for customer's business.

Senior Level position. Requires Bachelor's degree and eight years relevant experience.

**Strategic Communications Campaign Manager [Full Time Employee]:**

Analyzes and defines client communications project objectives. Creates and publishes strategic working plan to meet communications objectives with measurable outcomes. Writes and edits copy for each strategic communication tool to targeted audience(s). Manages implementation of strategic communications campaigns to meet client objectives. Utilizes standard project management principles to ensure effective communications projects are deployed in a timely manner.

Requires Bachelor's degree in Communications or related field and 10 years relevant experience. PMP or MPM certification is a plus.

**Videographer/Editor [Full Time Employee]:**

Multimedia technical specialist with competencies in broadcast-quality videography and in non-linear editing for video programs. Videotapes, according to contemporary industry standards, with HD camera packages. Sets up lighting for studio/set and location videography. Captures raw footage of: on camera interviews by talent and non-professionals; action shots; B-roll shots; to support script. Makes creative video editing decisions in the post-production of film and video productions. Selects and combines shots into sequences, selects sound effects and music to create a finished video. Applies technical proficiencies to correct color and sweeten audio. May use a variety of hardware systems and software products including, but not limited to: PC Windows or Apple OSX platforms, Final Cut Pro, Adobe Creative Suite, etc.

Bachelor's degree preferred and/or 5 years relevant experience.

**Video Producer [Full Time Employee]:**

Leads full team of media professionals to produce broadcast-quality video programs for public outreach, eLearning, interactive training, and/or web hosting. Reads, researches, and assesses ideas and finished scripts. Project manages assets and budget of video project. Sets production schedule to manage all logistics. Organizes shooting schedule(s). Reserves and allocates resources (equipment and talent) to produce video programs. Pulls together all strands of creative and practical talent involved to create a cohesive project team. Meets with project team. Troubleshoots and arrives at workable solutions to project challenges. Supervises progress of project from pre- to post-production. Maintains technical skills according to contemporary industry standards. Develops and maintains network of professional contacts to support productions. May use production scheduling software packages.

Requires Bachelor's degree and 8 years relevant experience.

**Web Designer [Full Time Employee]:**

Leads projects for design of webpages and websites to host client's strategic information to specific audience(s). Understands and defines client objectives and goals for website. Designs, develops and programs digital information to engage targeted audience(s). Designs user friendly and appealing websites. Proficient in web designer tools. Tests websites. Participates in peer review of website design and development. Keeps current with web design and development technology.

Requires Bachelor's degree and 8 years relevant experience.

**Web Developer – Front End [Full Time Employee]:**

Programs interactive webpages for client's internal and external stakeholders. Works with Web Designer to bring design to life. Troubleshoots and provides quality assurance through beta testing and final operability tests to ensure uninterrupted interactivity.

Requires Bachelor's degree and 5 years relevant experience.